ABSTRACT

As a cooling mechanism that cools the entire paper passage area of a heat-producing belt 210, a rotational drive method of the heat-producing belt 210 is employed and heat-producing belt 210 is cooled by being made to idle when paper is not being passed through by means of rotational cooling. An excitation apparatus 230 and the above-described cooling mechanism are controlled so that recording paper 109 is not passed through and heat-producing belt 210 is cooled while being heated over the heating width when the small-size recording paper 109 is passed through until the temperature detected by a paper non-passage area temperature detecting sensor 260x is at or below a predetermined fixing temperature. This fixing apparatus 200 enables an excessive rise in temperature of a paper non-passage area of heat-producing belt 210 to be efficiently eliminated, and the temperature distribution of heat-producing belt 210 to be made uniform in a short time.